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Melbourne, located in Australia, is the capital of Victoria and is the second largest city in Australia, second only to Sydney, and covers an area of about 3% of Australia. As a hub to the Asia-Pacific region and the wealthy Australian market, Melbourne is known for its high professional qualifications, innovative talents and sensational lifestyle. Due to the local integration of various Eurasian cultures, the Australian culture is undergoing tremendous changes, especially in Melbourne, which also has a variety of cultural features, and while the Australian European population is gradually shrinking, the number of Asian immigrants and new-borns in Australia is significantly increasing.

^[1] Time Out, a world-known travel magazine, published the 2018 Global City Life Index, which ranked Melbourne fourth in the global city rankings. The ranking is a questionnaire of 15,000 people in 32 different cities around the world. The assessment criteria include food, culture, nightlife, happiness, and stress; according to the survey report, Melbourne ranks first in the world in terms of happiness. In addition, ^[2] the Economist Intelligence Unit (EIU) 2017 Global Livability Report once again ranked Melbourne as the most livable city in the world. This year, Melbourne scored an overall score of 97.5 in a measure of livability index on a scale of 100. EIU's rankings comprehensively measured the stability, medical, cultural, environmental, educational and construction infrastructure of each city. Through the report data, we can see the outstanding uniqueness of Melbourne's overall living environment.

Melbourne is the headquarters of many large companies. Almost half of the financial services industry is headquartered in Melbourne, including Australia's largest bank and many international commercial banks. Melbourne also has an extremely modern Melbourne port. Many international commercial companies are attracted by the advantages of Melbourne. These advantages include: (1) Excellent geographical location, suitable as a communication hub in the Asia-Pacific region. (2) A favorable time on, the time zone connects the time zones of Europe and United States. (3) Complete service system and a great amount of information talents. (4) Workforce with multiple languages, used up to 150 languages. In addition, since Melbourne is the capital of Victoria, it also owns Australia's largest stock exchange. Seven of Australia's ten largest companies are headquartered in Melbourne; three of the five state-owned companies operating in Australia are headquartered in Melbourne; and in terms of banking, two of the four major banks are located in Melbourne, which can fully reflect Melbourne's unique superior position in Australia.

[1] Time Out is a publishing company in London, England. Its most famous publication is the "Time Out" magazine.

[2] The Economist Intelligence Unit is part of the Economist Group and is often abbreviated as EIU. This is a research and consulting company that provides country, industry and management analysis.